

ABSTRACT OF THE DISCLOSURE

A printed matter having copies to be distributed to specified or unspecified persons comprises a part carrying visually readable printed image including characters and/or photographic image, and a part carrying an optically readable dot code as obtained by encoding the URL to be used for specifying an information resource for the printed matter on WWW connected to Internet by an access device. As the dot code is scanned by a reading device, the URL is restored and the information resource that corresponds to the URL is accessed by the access device. With this arrangement, access information on the accesses to the information resource is accumulated in the data base server of the issuer of the printed matter. Then, the issuer of the printed matter can study and/or analyze the information on the printed matter by utilizing the access information accumulated in the data base server.